When Health Advice Meets Vimal Pan Masala Ads: Where Are Our Media Ethics?

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Disclaimer:
This blog is a neutral commentary—not intended to defame any individual, brand, or media organization. It highlights a curious media contradiction and promotes awareness for better advertising responsibility and health messaging.

I still remember the evening I switched on the TV to watch a health awareness program. The anchor was talking seriously about how oily and processed food increases the risk of heart disease. I was listening carefully until my eyes went to the bottom of the screen.

There it was, a Vimal Pan Masala advertisement, playing cheerfully with the line “Bolo Zubaan Kesari.”

It made me pause for a moment. The same screen was giving me health advice on top and showing a pan masala ad below. Isn’t that strange?

This small moment made me think deeply about what’s happening in Indian media today. Are we truly fostering health awareness, or might we be unintentionally mixing positive messages with confusing advertisements?

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For me, it’s simple: truth must win. Awareness must win. Health must win.

Let’s create a future where health awareness messages stand alone, not side by side with the very things that destroy it.

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